



**Euromonitor
International**

Hot Drinks in Cameroon

November 2025

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EXECUTIVE SUMMARY

Coffee best performer in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Slight fall in volume sales
Soaring input costs collide with price-sensitive consumers
Wellness a premium lifeline amid economic strain

WHAT'S NEXT?

Moderate outlook over forecast period, though challenges remain
Consumers remain price sensitive
New channels drive sales, amid cost pressures

COMPETITIVE LANDSCAPE

Uncertainty for popular Matinal brand

CHANNELS

Supermarkets have tight lead
Small local grocers gain most value share
Foodservice vs retail split

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Instant coffee continues to account for most value and volume sales

INDUSTRY PERFORMANCE

Moderate recovery in 2025, despite surging prices

Fresh ground coffee registers highest value growth

WHAT'S NEXT

Structural limits persist despite modest growth potential

Increasing coffee culture

Sustainability compliance to drive up costs as EU deforestation rules reshape coffee supply chains

COMPETITIVE LANDSCAPE

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[Tea in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fruit/herbal tea fares best, though from low base

INDUSTRY PERFORMANCE

Significant fall in retail volume sales

Fruit/herbal tea registers highest value growth

WHAT'S NEXT?

Rebound hinges on conflict stabilisation and policy shifts

Fruit/herbal tea registers highest value and volume growth

Foodservice offers most growth potential

COMPETITIVE LANDSCAPE

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[Other Hot Drinks in Cameroon](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Malt-based hot drinks outperforms chocolate-based flavoured powder drinks

INDUSTRY PERFORMANCE

Slight fall in volume sales, as soaring prices of cocoa suppress demand

Malt-based hot drinks registers highest value and volume growth

WHAT'S NEXT

Moderate constant value growth over forecast period

Local cocoa processing expansion strengthens supply for chocolate-based flavoured powder drinks

Smaller pack sizes are popular

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